

What is claimed is:

51. A data card display pack for displaying and viewing a data card having confidential data on its back side, the display pack comprising an opaque back for covering the confidential data on the back of the data card and the front of the display pack having a diecut transparent cellophane window that permits viewing of the front of the data card, the display pack comprising:

a package constructed of a one-piece ten to twenty point board that is printed with a four-color exterior-forming first side and a one-color interior-forming second side, the board being folded, sealed and perforated to form the package having a four-color exterior front and back, a one-color interior, a top, left and right sides and a bottom;

15 a data card with a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on the back side of the data card, and nonconfidential data printed on the front side of the data card, the card being located for the front side to be viewed through the diecut transparent cellophane window disposed in the front of the package;

an adhesive that seals the data card in the diecut transparent cellophane window and the interior of the package, with additional adhesive also disposed at the top, right side and bottom of the package to seal the folded board to form the package, a line of perforations at each of the top, right side and bottom of the package, the bottom line of perforations intersecting the diecut transparent cellophane window to provide a quick release feature that exposes a portion of the data card and the magnetic stripe for verification and activation of the encoded data while the data card remains adhesively secured in the display pack and covering the confidential PIN on

the back of the data card, further separation of the perforations at the top and right side permits the package to unfold to reveal a printed interior of one of telephone rates, instructions for use, and advertisements.

62. The data card display pack of claim 5, further including a diecut hanger hole provided

5 for retail display.

73. A data card display pack for displaying and viewing a data card having confidential data on its back side, the display pack comprising an opaque back for covering the confidential data on the back of the data card and the front of the display pack having a diecut transparent window that permits viewing of the front of the data card, the display pack comprising:

a package constructed of board with an exterior-forming first side and an interior-forming second side, the board being folded sealed and perforated to form the package having an exterior front and back, an interior, a top, left and right sides and a bottom;

15 a data card with a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on the back side of the data card, and nonconfidential data printed on the front side of the data card, the card being located for the front side to be viewed through the diecut transparent window disposed in the front of the package;

an adhesive that seals the data card in the diecut transparent window and the interior of the package, with additional adhesive also disposed at the top, right side and bottom of the package to seal the folded board to form the package, a line of perforations at each of the top, 20 right side and bottom of the package, the bottom line of perforations intersecting the diecut transparent window to provide a quick release feature that exposes a portion of the data card and

the magnetic stripe for verification and activation of the encoded data while the data card remains adhesively secured in the display pack and covering the confidential PIN on the back of the data card, further separation of the perforations at the top and right side permits the package to unfold to reveal a printed interior.

- 5 84. The data card display pack of claim 3, further including a diecut hanger hole provided for retail display.

~~Subj C~~ A data card display package for displaying a data card without revealing confidential data disposed on a first side of said data card, comprising:
an opaque backing having first and second panels, first and second panel margins, and an aperture formed in said first panel;
a transparent layer bonded to said first panel and covering said aperture to form a display window;
whereby said first panel can be folded over said data card and onto said second panel to secure said data card there between, a second side of the data card remaining visible through the display window with the confidential data remaining masked from view by said backing.

15 6. The data card display package according to claim 5, wherein said backing is substantially rectangular.

~~Subj D~~ 7. The data card display package according to claim 5, wherein said aperture is a diecut window disposed in and bordered on three sides by said first panel.

20 8. The data card display package according to claim 7, wherein said aperture is diecut into a peripheral edge of said first panel.

9. The data card display package according to claim 5, wherein said aperture is a diecut window fully disposed in and bordered on four sides by said first panel.

10. The data card display package according to claim 9, wherein said aperture is diecut centrally in said first panel.

5 11. The data card display package according to claim 7, wherein the first panel of said backing is folded over the data card and onto the second panel of said backing, and said first and second panel margins are bonded around the data card to secure said data card therein.

10 12. The data card display package according to claim 11, wherein the first panel of said backing is folded over the data card and onto the second panel of said backing, and said first and second panel margins are bonded around the data card to partially secure the data card therein, a portion of the first and second sides of said data card outwardly extending from said package.

15 13. The data card display package according to claim 5, further comprising a plurality of perforations disposed in said panel margins for opening the package, wherein separation of the perforations permits the package to unfold to reveal a printed interior of said first and second panels.

14. The data card display package according to claim 7, further comprising a perforation intersecting the diecut transparent window to facilitate folding to expose a portion of the data card while the data card remains secured in the package with confidential data masked.

20 15. The data card display package according to claim 5, further comprising a diecut hanger hole.